

Remit To: KDKA-TV  
21251 NETWORK PLACE  
CHICAGO, IL 60673-1251



KDKA-TV

INVOICE

For: FRIENDS OF MATT SMITH(172688)  
Stephen Korbel - Treasurer  
PO BOX 13445  
Pittsburgh, PA 15243-0445

Account Exec: Brian Butz-1  
Office: KDKA-TV  
Contract Num: 1201-56577  
Contract Dates: 09/18/2012-09/24/2012  
Customer Order:  
Linked Order:  
CPE: / /

Invoice Num: 1201-543660  
Invoice Date: 09/30/2012  
Billing Cycle: Broadcast EOM  
Billing Period: 08/27/2012-09/30/2012

Page 1 of 7

**PAY BY** 10/30/2012  
Net 30 days

In Account With: MESSAGE & MEDIA INC.(22198)  
100 Albany St  
New Brunswick, NJ 08901-2179  
ATTN:Accounts Payable

Product Desc: FRIENDS OF MATT SMITH

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate			
1	THIS MORNING 5-6AM	09/18/2012-09/21/2012	. T W T F . .	30	4	250.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
09/17/2012-09/23/2012		. T W T F . .	4	250.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
09/18/2012	Tu	05:13:41 AM		MST102H	30	250.00			
09/19/2012	We	05:24:33 AM		MST102H	30	250.00			
09/20/2012	Th	05:25:12 AM		MST102H	30	250.00			
09/21/2012	Fr	05:28:40 AM		MST102H	30	250.00			
2	THIS MORNING 5-6AM	09/24/2012-09/24/2012	M . . . . .	30	1	400.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
09/24/2012-09/30/2012		M . . . . .	1	400.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
09/24/2012	Mo	05:09:55 AM		MST102H	30	400.00			
3	THIS MORNING 6-7AM	09/18/2012-09/21/2012	. T W T F . .	30	4	435.00			
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>					
09/17/2012-09/23/2012		. T W T F . .	4	435.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
09/18/2012	Tu	06:25:15 AM		MST102H	30	435.00			
09/19/2012	We	06:25:28 AM		MST102H	30	435.00			
09/20/2012	Th	06:56:16 AM		MST102H	30	435.00			
09/21/2012	Fr	06:09:19 AM		MST102H	30	435.00			

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4	THIS MORNING 6-7AM		09/24/2012-09/24/2012		M . . . . .		30	1	600.00
Week Of		M T W T F S S		Spots Per Week		Rate			
09/24/2012-09/30/2012		M . . . . .		1		600.00			
Air Date	Day	Air Time	M/G For	Material	Dur	Rate	Debit	Credit	Remarks
09/24/2012	Mo	06:59:00 AM		MST102H	30	600.00			
5	NOON NEWS		09/18/2012-09/21/2012		. T W T F . .		30	5	450.00
Week Of		M T W T F S S		Spots Per Week		Rate			
09/17/2012-09/23/2012		. T W T F . .		4		450.00			
Air Date	Day	Air Time	M/G For	Material	Dur	Rate	Debit	Credit	Remarks
09/18/2012	Tu	12:29:30 PM		MST102H	30	450.00			
09/19/2012	We	12:13:45 PM		MST102H	30	450.00			
09/20/2012	Th	12:13:26 PM		MST102H	30	450.00			
09/21/2012	Fr				30			450.00	Preempted
09/21/2012	Fr	04:11:59 PM	09/21/2012	MST102H	30	450.00	450.00		Makegood in 4PM EARLY NEWS
6	NOON NEWS		09/24/2012-09/24/2012		M . . . . .		30	1	550.00
Week Of		M T W T F S S		Spots Per Week		Rate			
09/24/2012-09/30/2012		M . . . . .		1		550.00			
Air Date	Day	Air Time	M/G For	Material	Dur	Rate	Debit	Credit	Remarks
09/24/2012	Mo	12:12:59 PM		MST102H	30	550.00			
7	4PM EARLY NEWS		09/18/2012-09/21/2012		. T W T F . .		30	5	450.00
Week Of		M T W T F S S		Spots Per Week		Rate			
09/17/2012-09/23/2012		. T W T F . .		4		450.00			
Air Date	Day	Air Time	M/G For	Material	Dur	Rate	Debit	Credit	Remarks
09/18/2012	Tu	04:27:40 PM		MST102H	30	450.00			

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	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	09/19/2012	We	04:28:34 PM		MST102H	30	450.00			
	09/20/2012	Th	04:22:52 PM		MST102H	30	450.00			
	09/21/2012	Fr				30			450.00	Preempted
	09/30/2012	Su	06:49:37 PM	09/21/2012	MST103H	30	450.00	450.00		Makegood in SA/SU EARLY NEWS
8	4PM EARLY NEWS			09/24/2012-09/24/2012		M . . . . .		30	1	500.00
	<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
	09/24/2012-09/30/2012			M . . . . .		1		500.00		
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	09/24/2012	Mo	04:13:20 PM		MST102H	30	500.00			
9	5PM EARLY NEWS M-F			09/18/2012-09/21/2012		. T W T F . .		30	4	675.00
	<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
	09/17/2012-09/23/2012			. T W T F . .		4		675.00		
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	09/18/2012	Tu	05:29:44 PM		MST102H	30	675.00			
	09/19/2012	We	05:24:07 PM		MST102H	30	675.00			
	09/20/2012	Th	05:12:53 PM		MST102H	30	675.00			
	09/21/2012	Fr	05:54:06 PM		MST102H	30	675.00			
10	5PM EARLY NEWS M-F			09/24/2012-09/24/2012		M . . . . .		30	1	800.00
	<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
	09/24/2012-09/30/2012			M . . . . .		1		800.00		
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	09/24/2012	Mo	05:23:14 PM		MST102H	30	800.00			

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Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate				
11	M-F ERLY NEWS	09/18/2012-09/21/2012	. T W T F . .	30	4	765.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
09/17/2012-09/23/2012		. T W T F . .	4	765.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
09/18/2012	Tu	06:28:21 PM		MST102H	30	765.00				
09/19/2012	We	06:10:49 PM		MST102H	30	765.00				
09/20/2012	Th	06:26:27 PM		MST102H	30	765.00				
09/21/2012	Fr	06:24:30 PM		MST102H	30	765.00				
12	11PM NEWS	09/18/2012-09/20/2012	. T W T . . .	30	3	1,400.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
09/17/2012-09/23/2012		. T W T . . .	3	1,400.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
09/18/2012	Tu	11:29:19 PM		MST102H	30	1,400.00				
09/19/2012	We	11:33:42 PM		MST102H	30	1,400.00				
09/20/2012	Th	11:23:16 PM		MST102H	30	1,400.00				
13	SAT. MORN. LOCAL NEWS	09/22/2012-09/22/2012	. . . . . S .	30	1	195.00				
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
09/17/2012-09/23/2012		. . . . . S .	1	195.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
09/22/2012	Sa	06:57:06 AM		MST102H	30	195.00				
14	SAT.CBS MORNING NEWS	09/22/2012-09/22/2012	. . . . . S .	30	1	295.00				

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<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
09/17/2012-09/23/2012			.....S.		1		295.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
09/22/2012	Sa	09:28:55 AM		MST102H	30	295.00			
15	SAT 7PM NEWS		09/22/2012-09/22/2012		.....S.		30	1	450.00
<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
09/17/2012-09/23/2012			.....S.		1		450.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
09/22/2012	Sa	07:14:34 PM		MST102H	30	450.00			
16	THE SUNDAY BUSINESS PAGE		09/23/2012-09/23/2012		.....S		30	1	50.00
LUR									
<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
09/17/2012-09/23/2012			.....S		1		50.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
09/23/2012	Su	06:51:09 AM		MST102H	30	50.00			
17	KD/PG SUNDAY EDITION		09/23/2012-09/23/2012		.....S		30	1	105.00
LUR									
<u>Week Of</u>			<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>		
09/17/2012-09/23/2012			.....S		1		105.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
09/23/2012	Su	08:57:03 AM		MST102H	30	105.00			

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18	CBS SUN MORN		09/23/2012-09/23/2012		. . . . . S		30	1	405.00	
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>				
09/17/2012-09/23/2012		. . . . . S		1		405.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
09/23/2012	Su	09:54:29 AM		MST102H	30	405.00				
19	FACE THE NATION		09/23/2012-09/23/2012		. . . . . S		30	1	450.00	
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>				
09/17/2012-09/23/2012		. . . . . S		1		450.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
09/23/2012	Su	11:24:36 AM		MST102H	30	450.00				
20	60 MINUTES		09/23/2012-09/23/2012		. . . . . S		30	2	4,050.00	
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>				
09/17/2012-09/23/2012		. . . . . S		1		4,050.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
09/23/2012	Su				30			4,050.00	Preempted	
09/23/2012	Su	08:52:29 PM	09/23/2012	MST102H	30	4,050.00	4,050.00		Makegood in 20:07:38-21:07:39	
<u>Total Spots</u>		<u>Gross Amt</u>		<u>Commission Amt</u>		<u>Net Amt</u>	<u>Debit</u>	<u>Credit</u>	<u>Reconciliation</u>	
Air Time Totals		40		25,150.00		3,772.50	21,377.50	4,950.00	4,950.00	0.00

**Billing Notes**  
PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE UNLESS NOTED OTHERWISE. PAID FOR BY FRIENDS OF MATT SMITH. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.  
CBS Television Stations Standard Terms and Conditions for advertising shall apply.  
NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from  
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CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

DUPLICATE

Wire Transfer Instructions:	For Billing Inquiries Please Contact: ACCOUNT EXECUTIVE  412-575-2200	Gross Billing	25,150.00
		Trade Value	0.00
		Agency Commission	3,772.50
		Local Tax	0.00
		State Tax	0.00
		Pre Paid Amount	0.00
		Pay This Amount	21,377.50

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